



Required Report - public distribution

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Korea, Republic of

Promotion Opportunities Report - September

2000

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Report Highlights:

- 1. Wine Seminar and Tasting Event by California Wine Institute, September 19**
- 2. ATO Buying Mission Members Reunion, September 23**
- 3. Seminar on B2B in Food Trade between the US and Korea, September 2000**
- 4. Biotech/Food Safety Press Mission to the US, September 23 - October 3**
- 5. US Wine Promotion in Mouton Cadet Wine School, September 18 - December 31**
- 6. PMA Show scheduled to attend for October 23 - 29, 2000 in Anaheim**
- 7. Alaska Seafood Festival in the Shilla Seoul and the Cloud Restaurant, November**
- 8. US Food Festival in Wal-Mart stores in Korea, November**

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Seoul ATO [KS2], KS

“The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.”

Section I. Trade Shows

N/A

Section II. Retail In-Store Promotions

1. ATO Seoul is planning to organize ‘US Food Festival’ with Wal-Mart Korea in November 2000. The event will be held in all six Wal-Mart stores in Korea showcasing various fresh and processed US food products with special promotional events to attract consumers. Joint recruitment of participants by ATO Seoul and Wal-Mart Korea will start early August once the finalized official plan for the event is announced by Wal-Mart Korea.

Section III. Hotel, Restaurant, Institutional (HRI) Food Service Promotions

1. ‘Alaska Seafood Festival’ will be held in two restaurants of the Shilla Seoul and ‘the Cloud’ restaurant in the Chongno Tower Building in November. ATO sponsors some promotional materials.

Section IV. Other Promotional Activities (e.g. product seminars, catalog shows, sales missions)

1. ATO Seoul is organizing a Biotech/Food Safety Press Mission to the U.S. in late September. Eight Korean press members will be recruited for the trip and will visit appropriate organizations and facilities of USDA, FDA, and academic institutes. The mission aims to help the Korean press to develop unbiased views on issues related to biotech and food safety.

2. The California Wine Marketing Institute is coming to Seoul to hold a seminar and tasting event at JW Marriot Hotel on September 19. ATO Seoul is working with the California State Office in Seoul to recruit participants from wine importers, Hotels, restaurants, and the press.

3. ATO Seoul is planning to hold a seminar on ‘B2B in food trade between the US and Korea in September, 2000. About five companies from both the US and Korea in B2B food trade business will be invited to give sessions to the audience from all related industries in Korea. The seminar aims to develop a better understanding of the impact and value of information technology in food trade between the US and Korea.

4. Produce Market Association (PMA) Show scheduled for October 23 - 29, 2000 in Anaheim. ATO Seoul will sponsor 8 Korean buyers to attend the show and seminars and tour the produce export industry in cooperation with the Western Growers Association.

5. Buyers Mission Reunion - the ATO will host a reunion for all buying mission members of the past 3 years. The event will include a seminar on the Supplier Credit Guarantee Program, and a discussion on how to make future missions even more successful.

6. US Wine Promotion in Mouton Cadet Wine School - ATO sponsors Mouton Cadet Wine School, a newly

opened free wine school for the general public and restaurant industry, with promotional materials and some of quality US wine which will be tasted by total of 240 students in five different courses of the school by the end of this year.

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